

Message Text

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21

ACTION EA-09

INFO OCT-01 EB-07 ISO-00 CU-04 USIA-15 PA-02 IO-13 MMO-04

/055 W

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R 280849Z JUL 76

FM AMEMBASSY TOKYO

TO USDOC USTS WASHDC

INFO SECSTATE WASHDC 1169

UNCLAS TOKYO 11353

E.O. 11652: N/A

TAGS: ETRD

SUBJECT: MAJOR TRAVEL ORIENTED PUBLIC EVENTS

SUMMARY: IDENTIFIES MAJOR BICENTENNIAL-ORIENTED PUBLIC EVENTS
HELD IN JAPAN DURING CY1976. END SUMMARY.

JW-6-931 RE WALL-6-532-MFO. THERE HAVE BEEN NUMEROUS BICENTENNIAL-ORIENTED PUBLIC EVENTS HELD THROUGHOUT JAPAN DURING 1975 AND 1976. THE VAST MAJORITY, HOWEVER, HAVE BEEN AIMED AT "SELLING" AMERICAN PRODUCTS AND/OR EXPOSING AMERICAN LIFE, ARTS AND CULTURE. TRAVEL PROMOTION WAS BUILT INTO MOST OF THESE EVENTS BUT THERE VIRTUALLY WAS NONE THAT COULD BE CONSIDERED STRICTLY A PURE TRAVEL ORIENTED PUBLIC EVENT. AN EVENT WHICH MIGHT POSSIBLY FIT INTO THIS CATEGORY IS THE ASAHI NEWSPAPER'S VISIT USA EVENING WHICH BEGAN WITH PUBLICATION OF ITS VISIT USA SUPPLEMENT IN APRIL, BOTH IN ITS DAILY NATIONWIDE EDITION AND ALSO IN ITS ENGLISH-LANGUAGE ASAHI EVENING NEWS, AND CLIMAXED WITH A GALA DINNER SEMINAR FOR 500 GENERAL PUBLIC SELECTED FROM AMONG COUPON RESPONDEES TO ANNOUNCEMENTS MADE IN NEWSPAPERS' SUPPLEMENTS AND SUBSEQUENT REGULAR DAILY EDITIONS. THIS EVENT WAS HELD AT HOTEL OKURA AS KICK-OFF EVENT FOR THE HOTEL'S THREEA-WEEK AMERICAWEEK EXTRAVAGANZA. THE WHOLE THING WAS SPEARHEADED BY ASAHI SHIMBUN'S INTERNATIONAL ADVERTISING DEPARTMENT. USTS PLAYED SIGNIFICANT ROLE IN PRESENTING OUR 30-MINUTE MULTI-SCREEN AUDIO-VISUAL SHOW. SEE JUNE MONTHLY REPORT FOR DETAILS.

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IN ADDITION TO COMMERCIAL PROGRAMS, THERE WERE CONSIDERABLE
NUMBER OF OUTSTANDING BICENTENNIALAORIENTED TRAVEL PROGRAMS
PRODUCED BY TV STATIONS AND PRINT MEDIA UNDER USTS SUPORT.
IF YOU REQUIRE LSTING, PLS ADVISE.
SHOESMITH

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TOURISM, VISITS, BICENTENNIAL CELEBRATIONS
Control Number: n/a
Copy: SINGLE
Draft Date: 28 JUL 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976TOKYO11353
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760291-0646
From: TOKYO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760711/aaaaakad.tel
Line Count: 66
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: hackerp0
Review Comment: n/a
Review Content Flags:
Review Date: 26 FEB 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <26 FEB 2004 by ThomasVJ>; APPROVED <07 JAN 2005 by hackerp0>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: MAJOR TRAVEL ORIENTEDPUBLIC EVENTS SUMMARY: IDENTIFIES MAJOR BICENTENNIAL-ORIENTED PUBLICEVENTS HELD IN JAPAN DURING CY1976. END SUMMARY.
TAGS: ETRD, JA
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006